

Consortium for Ocean Leadership
Request for Quote
OOI Graphic Design Services

SECTION A – GENERAL INFORMATION

The Ocean Observatories Initiative (OOI), a National Science Foundation (NSF) funded network of instrumented submarine cables, instrumented anchored buoys, instrumented autonomous vehicles, plus the associated cyberinfrastructure and land-based storage and maintenance facilities, is currently owned and operated by the Consortium for Ocean Leadership (COL). COL seeks a Contractor for graphic design services to design a suite of aesthetically consistent base maps and technical schematics for the project (further described in Section C and Attachment #1 (Statement of Work)).

Contractor proposals must document with examples and references the contractor's experience in graphic design for scientific and technical clients.

A.1 IMPORTANT NOTES

This solicitation does not commit COL to pay any cost incurred in the preparation or submission of the offeror's proposal or in making necessary studies or designs for the preparation thereof. It also does not commit COL to contract for the services.

A.2 ISSUING OFFICE/PROPOSAL DUE DATE

COL is the only point of contact for this procurement.

Any questions related to this procurement should be emailed to pdonahue@oceanleadership.org NLT COB December 12, 2017.

Signed offers in PDF format must be submitted by 4:00pm EDT on December 15, 2017 to pdonahue@oceanleadership.org.

(End of Section A)

SECTION B - SUPPLIES OR SERVICES AND PRICES/COSTS

B.1 SCOPE OF CONTRACT

Awardee shall provide all necessary labor and material to support the activities delineated in Section C. Performance shall be in accordance with all terms, conditions and specifications as stipulated herein.

B.2 TYPE OF CONTRACT

COL anticipates the award of a Time and Materials type Contract via Purchase Order which provides for acquiring services on the basis of direct labor hours at specified fixed hourly rates that include wages, overhead, all travel costs (if authorized; see section B.3), profit and materials and other direct costs clearly excluded from the labor hour rate. Material handling

costs may include appropriate indirect costs allocated to direct material in accordance with the contractor's usual accounting procedures.

B.3 TOTAL ESTIMATED COSTS

<u>CONTRACT LINE ITEM NUMBER</u>	<u>PRICE</u>
Base Award	To be finalized at award.

Travel is not anticipated, but will be considered as requested and justified by the vendor. All travel under this contract must be approved in advance by COL's Technical Representative and arranged by the COL travel department. Travelers are required to follow COL's travel policy which is at www.oceanleadership.org. Travel costs will be included in the contract ceiling limit whether paid by COL or the contractor.

(End of Section B)

SECTION C - DESCRIPTION/SPECIFICATION/WORK STATEMENT

C.1 STATEMENT OF WORK

C.1.1 Introduction

The Consortium for Ocean Leadership, www.oceanleadership.org, is a consortium of more than 100 premier oceanographic research institutions that serve the U.S. scientific community through management of large-scale, global research programs in oceanography. COL had oversight responsibility for construction and currently operates and manages the science, technology, education and outreach associated with the network of ocean sensors known as the Ocean Observatories Initiative (OOI). OOI is funded by the National Science Foundation (NSF) and is a research-driven network of in-water sensors designed to provide data and information to the broad ocean science community, envisioned to be in operation for 25 to 30 years.

Information for each array location and buoy or vehicle type can be found on COL's ocean observing website at <http://oceanobservatories.org/observatories/>.

Array specific OOI Deployed Infrastructure:

- <http://oceanobservatories.org/array/cabled-axial-seamount/>
- <http://oceanobservatories.org/array/cabled-continental-margin/>
- <http://oceanobservatories.org/array/coastal-endurance/>
- <http://oceanobservatories.org/array/coastal-pioneer/>
- <http://oceanobservatories.org/array/global-irminger-sea/>
- <http://oceanobservatories.org/array/global-station-papa/>

NOTE: Argentine Basin and Southern Ocean sites are currently suspended.

OOI Deployed Infrastructure As-Built Design Details:

- <http://oceanobservatories.org/technical-data-package/>

NOTE: Argentine Basin and Southern Ocean sites will be deprecated in 2017-18, but these assets will become additional Throughput Inventory for the Irminger Sea and Station PAPA.

OOI Deployed and Throughput Inventory Instrument-specific Details:
<http://oceanobservatories.org/instruments/>

C.1.2 Scope of Work Outline: Graphic Design Services

The National Science Foundations' Ocean Observatories Initiative (OOI) is a research facility. Each array within the OOI includes several observational sites that include a diverse set of infrastructure and instruments that provide real- and near-real time measurements of ocean processes. The OOI seeks a graphic designer to create a series of illustrations to show various aspects of the OOI from the full global view down to graphics of individual platforms.

The following describes the specific key deliverables for this Purchase Order:

1. Maps (8)
 - a. OOI Array Global map (1) depicting arrays in the Northern and Southern Hemispheres. Map must include detailed ocean bathymetry*.
 - b. Maps depicting the distribution of equipment at each array (7) including stationary equipment and track lines of mobile equipment (Latitude/Longitude will be provided). In order to ensure visual consistency across the program, where possible these maps should utilize the same base map and bathymetry data set as the global map. In cases where this is not feasible, we will require consistency in terms of color and overall aesthetic.
2. Array Visualizations (5)

Visualizations to display a 3-dimensional view of the arrays depicting the deployed locations of equipment in the water column and on the seafloor with the seafloor shown as a bathymetric cross section that uses the same bathymetry as the maps or something aesthetically similar.
3. Equipment graphics (13)

Simple and stylistically consistent graphics of moorings, gliders, and seafloor equipment with key elements labelled. Detailed diagrams (engineering schematics) exist of the infrastructure upon which the designer may base their graphics.

*Designer will be provided or directed to the desired bathymetry.

More detail and examples of the graphic types, as well as the deadlines and guidance for deliverables, are included in Attachment #1 (Statement of Work).

(End of Section C)

SECTION D – PACKAGING AND MARKING

D.1 PACKAGING AND MARKING

Unless otherwise specified, all items shall be packaged and packed in accordance with best

commercial practices.

(End of Section D)

SECTION E – INSPECTION AND ACCEPTANCE

E.1 EVALUATION AND ACCEPTANCE

Evaluation and acceptance of services delivered under this Contract shall be performed by the COL Technical Representative in Section G.3 or such other person as may be designated elsewhere in this contract or in writing by the COL Director of Contracts and Compliance.

(End of Section E)

SECTION F - DELIVERIES OR PERFORMANCE

F.1 PERIOD OF PERFORMANCE

Purchase Order shall commence when formally executed by both parties and shall expire on a date to be determined in the executed contract and in accordance with the deliverables schedule in Section C.1.2, above and Attachment #1 (Statement of Work). The period of performance may only be extended by COL in writing.

F.2 REPORTING REQUIREMENTS

Weekly progress reports via email or phone will be required.

F.3 PUBLIC ACCESS TO DELIVERABLES

Deliverables and/or reports are intended, at COL's discretion, to be made publicly available.

(End of Section F)

SECTION G - CONTRACT ADMINISTRATION DATA

G.1 INVOICE AND PAYMENT INFORMATION

The Contractor shall invoice COL electronically upon delivery of the invoiceable deliverables to accountspayable@oceanleadership.org, with a copy to the COL Technical Representative. COL should receive appropriate invoices no later than the first week of the month following the month in which the hours were worked.

The invoice will reflect the actual hours worked as supported by a spreadsheet or timesheets and the raw graphic design files (see Attachment #1). All invoices are to be submitted in U.S. dollars.

The following minimum detail shall be submitted:

The following information is required on each invoice:

- a) Name of Vendor (if applicable)
- b) Invoice Date
- c) Purchase order number
- d) Period of performance covered by invoicing
- e) Unique invoice number
- f) Tax payer Identification Number/DUNS Number
- g) Phone number and complete mailing address of the Vendor
- h) Amount payable for period invoiced, total hours worked during the billing period, approved hourly billing rate(s), dates and hours worked and tasks performed
- i) Itemized listing of COL-authorized travel expenses and/or other direct costs, if any, along with supporting documentation shall be included. Receipts required for charges of \$50.00 or more.
- j) Budgeted amount and cumulative amount billed

From time to time COL may require additional supporting documentation from the Awardee to assist in its transaction analysis.

Upon completion of the required work, the Awardee shall submit a final invoice. This final invoice shall be submitted within 14 days of completion of the contract work and approval of final deliverables.

G.2 CONTRACTING AUTHORITY

The following individuals are the only personnel authorized to contractually bind the parties of this Purchase order or change any terms and conditions:

FOR COL:

Patrick J. Donahue (Primary)
Director of Contracts and Compliance
pdonahue@oceanleadership.org
(202) 787-1618

or

Yan Xing
Chief Financial Officer/Vice President
yxing@oceanleadership.org
(202) 448-1236

FOR AWARDEE:

TO BE DETERMINED AT AWARD

G.3 COL TECHNICAL REPRESENTATIVE (TR)

The following individual is authorized to guide CONTRACT performance within the Statement of Work and provide programmatic approval for the deliverables under this Purchase Order:

COL OOI: Kristen Yarincik
Vice President & Director, Research & Education
kyarincik@oceanleadership.org
(202) 448-1237

OOI Alternate: Leslie Smith
lsmith@oceanleadership.org
(202) 787-1613

The Technical Representative (TR) is responsible for administering the performance of work under this Purchase Order. **IN NO EVENT**, however, will any understanding, agreement, modification, change order, price or other matter deviating from the terms of this Purchase Order be effective or binding upon the Parties unless formalized by Purchase Order modification executed by the COL Contracting Authority in G.2.

The TR will give technical direction to Contractor that fills in details, requires pursuit of certain lines of inquiry, or otherwise serves to facilitate Awardee's compliance with this Purchase order. The TR will review and approve the draft Request for Quote, the list of graphic design firms/organizations to solicit, and the final report.

(End of Section G)

SECTION H - SPECIAL PURCHASE ORDER REQUIREMENTS

H1. ASSIGNMENT

Contractor shall not assign or transfer to a third party any part, or parts, of the work to be completed under this Agreement. COL shall have no obligations to compensate any person or entity to which Contractor transferred any part of this performance in violation of this Paragraph. Contractor is the sole insurance broker authorized to work on this project.

H2. CONFIDENTIALITY

It is understood that in the course of this engagement, Contractor may be provided access to certain Confidential Information that would not be provided to their absent this agreement to maintain the information as confidential. Contractor agrees to hold in confidence and to not use

or disclose the Confidential Information to any person or entity without the prior written consent of COL, except as necessary to perform her obligations under this Agreement.

For purposes of this Agreement, the term “Confidential Information” means all information about COL, its members, employees, joint ventures, funders, projects and contractors or subcontractors/subawardees that is generally not known by persons who are not affiliated with COL and which Contractor obtains through any direct or indirect contact with COL. By way of example, Confidential Information includes, but is not limited to, unpublished personal information about COL’s members, employees, contractors, joint ventures, funders, OOI supporting organizations, projects, finances, and any other information obtained during the course of Contractor’s services to COL that is not publicly available. Confidential Information does not include matters of public knowledge that result from disclosure by COL; information rightfully received by Contractor separately from its work for COL; information disclosed by operation of law; information disclosed by Contractor with the prior written consent of COL; or any other information that both parties agree in writing is not confidential.

H3. RIGHTS IN DATA

For the valuable consideration provided under this Agreement, the receipt and sufficiency of which Contractor hereby acknowledges that Contractor and COL agree as follows:

1. Contractor does hereby sell, assign, and transfer to COL, its successors and assigns, the entire right, title and interest in and to the copyright in all writings, books, articles, computer programs, databases, and other material of any nature whatsoever that are subject to copyright protection and reduced to tangible form in whole or in part by Contractor under this Agreement and any registrations and copyright applications relating thereto and any renewals and extensions thereof, and in and to all works based upon, derived from, or incorporating these work products, and in and to all income, royalties, damages, claims and payments now or hereafter due or payable with respect thereto, and in and to all causes of action, either in law or in equity for past, present, or future infringement based on the copyrights, and in and to all rights corresponding to the foregoing throughout the world.
2. Contractor agrees to execute all papers and take other actions as COL may deem necessary to secure for COL or its designee the rights herein assigned, whether during the application for copyright or during the conduct of an interference, infringement, litigation, or other matter (all related expenses to be borne by COL).
3. Contractor shall identify all materials it intends to exempt from this provision prior to the use or development of such materials.
4. Contractor shall provide copies of all materials, data, documents or other works created under the OOI Program. Contractor warrants that it is not aware of any copyright, patent, trademark, trade secret or other proprietary right that it might infringe upon in providing the work required under this Agreement. Contractor shall indemnify and save COL harmless from any and all claims, suits, liability, expense, or damages for any alleged or actual infringement of any copyright, patent, trademark, trade secret or other proprietary right arising in connection with the work provided

by Contractor under this Agreement. Contractor shall have the right to disclose retention by COL in marketing or promotional materials placed by Contractor.

H4. EXECUTIVE ORDER ON TERRORISM FINANCING

Contractor is reminded that U.S. Executive Orders and U.S. law prohibit transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of Contractor, as a representative of COL, to ensure compliance with these Executive Orders and laws.

H5. DRUG FREE WORKPLACE

Contractor is prohibited from (1) unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance (including, without limitation, illegal drugs of any kind); (2) unauthorized use or possession of alcohol; or (3) being under the influence of controlled substances or alcohol in the workplace or where a work assignment is performed. If Contractor violates this policy it will be subjected to immediate discipline, up to and including termination.

Under Federal law, Contractor must notify COL in writing if it is convicted of a violation of a criminal drug statute occurring in the workplace, and must do so no more than five calendar days after the conviction. Within 30 days of such notification, COL will take appropriate disciplinary action against Contractor, up to and including termination, or require Contractor to participate in an approved drug abuse assistance or rehabilitation program.

H6. FOREIGN TRANSACTIONS AND EXPORT CONTROL

Contractor, at its own expense, agrees to comply with all laws and regulations of the United States related to exports, imports, and foreign transactions, including, but not limited to, the International Traffic in Arms Regulations (ITAR) (22 C.F.R. §§ 120-130), the Export Administration Regulations (EAR) (15 C.F.R. §§ 730-774). Contractor agrees to bear sole responsibility for all regulatory record keeping associated with the use of licenses and license exceptions/exemptions. Ocean Leadership may deem Contractor's failure to comply with the requirements of this Clause a material failure to perform under the Purchase Order that shall subject Contractor to termination for default in accordance with the termination provisions of this Agreement.

H7. SPECIAL PROVISIONS/CONFLICTS OF INTEREST

Contractor shall not engage in any personal, business or professional activity which conflicts or could conflict with any of its obligations in relation to this Agreement. Contractor shall notify COL immediately of any actual or potential conflict including recommendations on how the conflict can be avoided. Contractor shall be required to complete COL's Conflict of Interest form (Attachment 5).

H8. NOTICES

All notices under this Agreement shall be deemed duly given, upon delivery, if delivered by hand, or three days after posting, if sent by Registered or Certified Mail, or 1 day after mailing by Email, to a party hereto at the address set forth below or to such address as a party may designate by notice pursuant hereto:

Contractor: _____

Ocean Leadership:
Patrick J. Donahue
Consortium for Ocean Leadership
1201 New York Avenue, N.W.; 4th Floor
Washington, D.C. 20005
202-787-1618
pdonahue@oceanleadership.org

H9. ARBITRATION

Any dispute, controversy, or claim arising out of or relating to this Agreement or breach thereof which cannot be amicably settled between the parties or shall be finally settled by arbitration at the election of either party in accordance with the Rules of the American Arbitration Association by one or more arbitrators appointed in accordance with the said rules. The arbitration shall take place in the District of Columbia. The resulting Agreement shall be final and binding on the parties, shall be in lieu of any other remedy, and judgment upon the Agreement rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof.

H10. GOVERNING LAW

This Agreement shall be construed in accordance with, and governed by, the laws of the District of Columbia, without reference to its conflicts of law principles, as may be supplemented by the federal common law with regard to the meaning and effect of terms common to federal prime and subcontracts, cooperative agreements, and other grant or assistance vehicles.

H11. NSF FLOWDOWN CLAUSES

- 1 The Consultant shall comply with OMB Circular 2 CFR 200 – Uniform Administration Requirements, Costs Principles, and Audit Requirements for Federal Awards.
- 2 The Consultant shall comply with the NSF Cooperative Agreement Financial & Administrative Terms and Conditions (CA-FATC) effective January 30, 2017.

H12. ENTIRE AGREEMENT

This Agreement, including all documents/attachments and clauses attached or incorporated herein by reference, shall constitute the entire agreement and understanding between the

parties hereto and shall supersede and replace any and all prior or contemporaneous representations, agreements or understandings of any kind, whether written or oral, related to the subject matter hereof. This Agreement may be amended only in writing, by the mutual written consent of the parties. If the Contractor is an entity other than an individual, the Contractor agrees to furnish a corporate resolution or other documentation acceptable to Ocean Leadership indicating that the individual whose signature appears below is properly authorized to sign this Agreement on behalf of the Contractor. In witness whereof, the duly authorized representatives of Ocean Leadership and Contractor have executed this Agreement on the dates shown.

(End of Section H)

SECTION I – LIST OF ATTACHMENTS

1.1 LISTING OF ATTACHMENTS

These documents are attached and are made a part of this solicitation:

Documents

Attachment 1 – Statement of Work

Prior to commencement of work, the Awardee will be required to complete a purchase order or other type of contract vehicle along with attachments for: Contact Information, Internal Revenue Service Form W-9, Business Certification Self Certification Statement, Business and Personal Conflict of Interest Statement and Ocean Leadership Travel Policy

[Awardee’s proposal will also be attached here as a material part of the resulting Purchase order]

(End of Section I)

SECTION J – INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS

This section contains important information about the preparation of proposals for this procurement. The offeror is expected to examine this solicitation thoroughly and furnish all information required by this solicitation.

J.1 PROPOSAL PREPARATION INSTRUCTIONS

J.1.1 PAYMENT OF PROPOSAL COSTS

This solicitation does not commit COL to pay any cost incurred in the preparation or submission of the Offeror's proposal or in making necessary studies or designs for the preparation thereof. It does not commit COL to contract for the services.

J.1.2 PROPOSAL PREPARATION INSTRUCTIONS

The following instructions are provided to assist the Offeror in understanding the information needed to make an objective selection of the contractor for this proposed procurement. Since this information constitutes the major basis for formal judgment, it will be advantageous to the Offeror to present a proposal in a clear, concise manner and in terms understandable to those who may be unfamiliar with the Offeror's intentions and reasoning process.

J.1.2.a GENERAL INFORMATION

The submitted proposal shall include TECHNICAL, and COST AND PAST PERFORMANCE sections.

The Offeror shall email a signed PDF proposal to Pdonahue@oceanleadership.org by 4:00pm EDT on December 15, 2017 with a copy to Kyarincik@oceanleadership.org. Electronic submissions must be compatible with Microsoft Office (circa 2015, or after).

The entire proposal is limited to 5 single-sided pages exclusive of budget and examples of work. Such supporting information can be included as an attachment to the proposal, but must be cross-referenced within the proposal text. Each section shall be written on a stand-alone basis.

J.1.2.b TECHNICAL SECTION

Offerors shall provide a narrative response in sufficient detail that addresses all of the information requested below. Upon review and evaluation of the proposal, COL may require additional supporting information from the Offeror in order to clarify the proposal.

Offerors should note that technical proposals which merely offer to conduct a program in accordance with the requirements of Section C and Attachment #1 Statement of Work, (for example, parroting back the Statement of Work) will be considered non-responsive to this solicitation and will not be considered further.

Designs can be found on the Ocean Observatories Initiative website at <http://oceanobservatories.org/observatories/>

Offerors are to develop their technical proposal using the latest version of the OOI deployed infrastructure for each array, buoy or installation, or autonomous vehicle.

J.1.2.C. COST AND PAST PERFORMANCE SECTION

J.1.2.C.1 Cost

Narratives supporting pricing data shall be succinct, and shall not attempt to duplicate or supplement text that properly belongs in the Technical section. Designs can be found on the Ocean Observatories Initiative website at <http://oceanobservatories.org/observatories/>

Provide a spreadsheet that incorporates your proposed labor categories and fully loaded labor rates. Assume an award date of December 20, 2017 for labor pricing. Delineate labor category, quantity of hours, loaded labor rate and extended price per labor line. Identify

material and Other Direct Costs (ODCs) and develop a Fixed Price Amount for Award. Include travel per Section B.3 above.

J.1.2.C.2 Past Performance

The information requested below is anticipated to be sufficient for the purposes of the evaluation of past performance. Offeror shall furnish the following information for any combination of three (3) relevant contracts, purchase orders, grants and/or cooperative agreements awarded to the Offeror:

Customer's name, address, and current verified telephone number of both the lead contractual and technical personnel.

(End of Section J)

SECTION K - BASIS FOR SELECTION

Award will be made to that Offerer which receives a rating of Acceptable in the technical section, has a satisfactory record of past performance and offers a realistic mix of labor hours to ensure that the intended result for Award can be achieved with the proposed level of effort. COL reserves the right to award without discussion but may enter into discussions on the technical and/or cost and past performance section if it is in COL's best interest to do so.

(End of Section K)

**Attachment #1
Statement of Work**

The National Science Foundations' Ocean Observatories Initiative (OOI) is a research facility. Each array within the OOI includes several observational sites that include a diverse set of infrastructure and instruments that provide real- and near-real time measurements of ocean processes. The OOI seeks a graphic designer to create a series of illustrations to show various aspects of the OOI from the full global view down to graphics of individual platforms.

The following describes the specific key deliverables and schedule for this Purchase Order:

1. Maps (8): Due date January 15, 2018

- a. OOI Array **Global map (1)** depicting arrays in the Northern and Southern Hemispheres. Map must include detailed ocean bathymetry*.
- b. Maps depicting the distribution of equipment at **each array (7)** including stationary equipment and track lines of mobile equipment (Latitude/Longitude will be provided). In order to ensure visual consistency across the program, where possible these maps should utilize the same base map and bathymetry data set as the global map. In cases where this is not feasible, we will require consistency in terms of color and overall aesthetic.

2. Array Visualizations (5): Due Date February 28, 2018

Visualizations to display a 3-dimensional view of the arrays depicting the deployed locations of equipment in the water column and on the seafloor with the seafloor shown as a bathymetric cross section that uses the same bathymetry as the maps or something aesthetically similar.

3. Equipment graphics (13): Due Date March 31, 2018

Simple and stylistically consistent graphics of moorings, gliders, and seafloor equipment with key elements labelled. Detailed diagrams (engineering schematics) exist of the infrastructure upon which the designer may base their graphics.

- 1) Coastal Surface Mooring
- 2) Global Surface Mooring
- 3) Flanking Subsurface Mooring
- 4) Coastal Profiler Mooring
- 5) Global Profiler Mooring
- 6) Cabled Deep Profiler Mooring
- 7) Cabled Shallow Profiler Mooring
- 8) Coastal Surface Piercing Profiler Mooring
- 9) Benthic Experiment Package
- 10) Junction Box
- 11) Primary Node
- 12) Glider
- 13) Autonomous Underwater Vehicle (AUV)

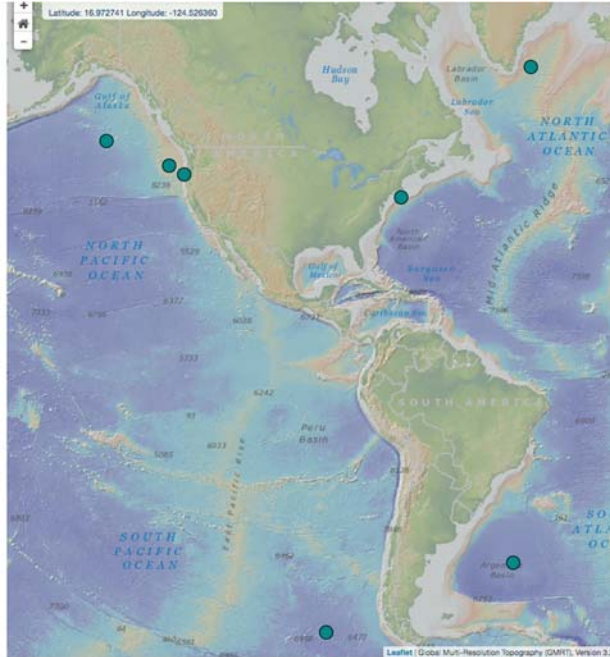
*Designer will be provided or directed to the desired bathymetry.

Deliverables must include original files, in editable, layered, vector formats.

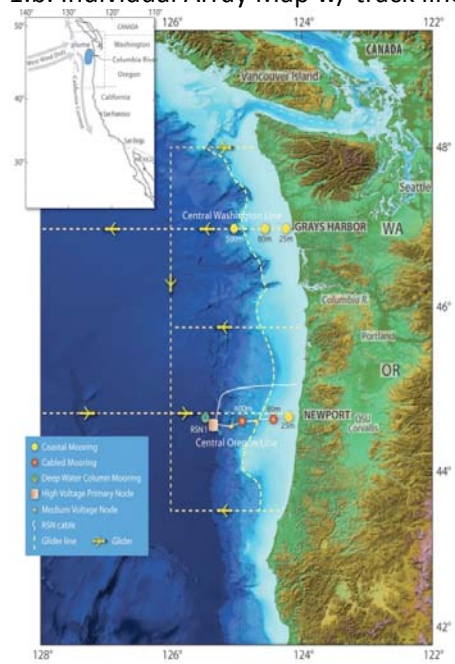
Examples of the Graphics requested:

Numbering corresponds with the deliverables listed above.

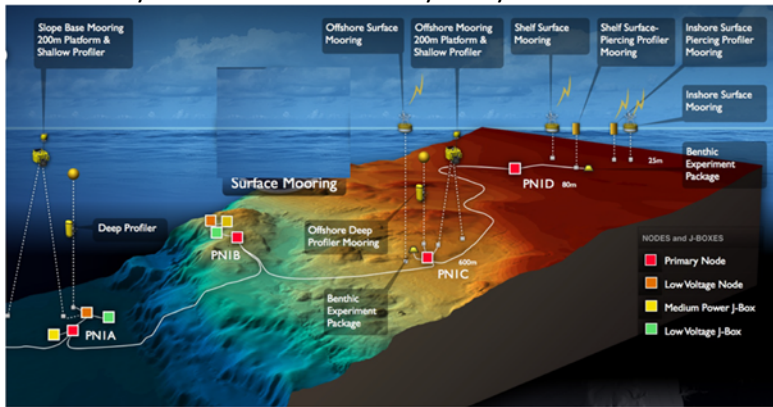
1.a. OOI Array Global Map



1.b. Individual Array Map w/ track lines



2. 3-D Array visualization with bathymetry



3. Equipment Graphic

